

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
SOUTH CAROLINA	3,486,703	4,012,012	4,138,445	4,350,900
MEDIAN AGE (YRS)		35.4	36.3	37.5
GREENVILLE, SC	830,289	962,441	991,994	1,042,395
MEDIAN AGE (YRS)		35.7	36.5	37.7
HISPANICS (ANY RACE)		26,167	30,073	36,824
STATE'S PERCENTAGE		2.72%	3.03%	3.53%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	760,457	781,276	816,503
MSA'S PERCENTAGE	79.01	81.18	84.84
MEDIAN AGE (YRS)	37.3	38.2	39.6
BLACK/AFRICAN-AMERICAN	168,081	172,891	180,909
MSA'S PERCENTAGE	17.46	17.96	18.80
MEDIAN AGE (YRS)	30.7	31.3	32.4
AMERICAN INDIAN/NATIVE	1,925	2,133	2,549
MSA'S PERCENTAGE	0.20	0.22	0.26
MEDIAN AGE (YRS)	33.0	32.8	32.8
ASIAN	11,158	12,501	14,713
MSA'S PERCENTAGE	1.16	1.30	1.53
MEDIAN AGE (YRS)	29.8	30.6	32.3
HAWAII/PACIFIC ISLANDER	308	336	407
MSA'S PERCENTAGE	0.03	0.03	0.04
MEDIAN AGE (YRS)	26.2	25.2	26.5
OTHER	10,876	12,637	15,660
MSA'S PERCENTAGE	1.13	1.31	1.63
MEDIAN AGE (YRS)	24.6	25.6	26.9

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	136,942	134,341
SUBURBAN	662,085	702,929
RURAL	192,967	205,125

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$43,043	-----	
PER CAPITA	\$22,307	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$14,785,295,000	\$20,035,407,000	35.51%
FOOD AT HOME TOTAL	\$1,754,421,900	\$2,130,822,500	21.45%
FOOD AWAY FROM HOME TOTAL	\$1,492,484,000	\$2,121,743,500	42.16%
FOOD AS % OF TOTAL EXPENDITURES	21.96%	21.23%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$359,455,900	\$440,258,200	22.48%
FISH & SEAFOOD PRODUCTS	\$33,081,100	\$42,053,000	27.12%
FRUITS & VEGETABLES	\$191,246,100	\$236,819,300	23.83%
DAIRY PRODUCTS	\$189,139,400	\$228,973,200	21.06%
BAKERY PRODUCTS	\$186,925,700	\$223,640,900	19.64%
CEREALS & PRODUCTS	\$93,824,100	\$114,345,100	21.87%
PREPARED FOODS	\$284,769,900	\$353,107,900	24.00%
JUICES	\$45,353,600	\$57,213,500	26.15%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$104,066,500	\$166,640,400	60.13%
FAST FOOD	\$47,954,600	\$65,634,600	36.87%
FULL SERVICE	\$56,111,900	\$101,005,800	80.01%
LUNCH	\$374,563,300	\$507,752,900	35.56%
FAST FOOD	\$235,210,300	\$292,011,500	24.15%
FULL SERVICE	\$139,352,900	\$215,741,400	54.82%
DINNER	\$534,348,700	\$779,012,100	45.79%
FAST FOOD	\$227,982,700	\$284,400,100	24.75%
FULL SERVICE	\$306,366,000	\$494,612,100	61.44%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$920	\$1,052	14.35%
POULTRY	\$259	\$326	25.87%
EGGS	\$44	\$47	6.82%
FISH & SEAFOOD			
FRESH	\$41	\$52	26.83%
FROZEN	\$28	\$32	14.29%
CANNED	\$16	\$16	0.00%
FRUITS / VEGETABLES			
FRESH	\$315	\$380	20.63%
CANNED	\$91	\$95	4.40%
FROZEN	\$61	\$69	13.11%
OTHER	\$23	\$21	-8.70%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$154	\$163	5.84%
CHEESE	\$128	\$142	10.94%
ICE CREAM	\$81	\$94	16.05%
BUTTER / MARGARINE	\$37	\$45	21.62%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$369	\$415	12.47%
COOKIES	\$71	\$77	8.45%
CRACKERS	\$39	\$42	7.69%
CEREALS & PRODUCTS			
CEREALS	\$136	\$145	6.62%
PASTA PRODUCTS	\$40	\$54	35.00%
FLOUR & MIXES	\$43	\$43	0.00%
RICE	\$21	\$31	47.62%
PREPARED FOODS			
SNACKS/CHIPS	\$121	\$145	19.83%
JUICES	\$116	\$137	18.10%
FROZEN/PREP. OTHER	\$92	\$119	29.35%
SOUPS	\$58	\$67	15.52%
SAUCES & GRAVIES	\$59	\$61	3.39%
BABY FOOD	\$45	\$50	11.11%
FROZEN MEALS	\$42	\$58	38.10%
NUTS	\$31	\$32	3.23%
SALADS	\$23	\$32	39.13%

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